Events & Enterprise Marketing Coordinator
Role Profile

SUSU's vision is that: **Every student loves their time at Southampton.** We exist to:

- Help Students find friendship groups
- Help students complete their degree programmes
- Give students a voice in the University and wider community

Your role in contributing towards achievement of this vision is described below.

Main Purpose of Role:

1) Lead the planning, coordination and delivery of all SUSU's small-scale events
2) Support the planning and delivery of all large-scale events
3) Coordinate the creation and distribution of all Enterprise based Marketing

Responsible to: Events & Enterprise Marketing Manager
Responsible for: N/A
Grade: 3

Main Duties of the Role

Lead the planning, coordination and delivery of all SUSU's small-scale events

- Create event plans, where applicable, for all small-scale events. This includes booking venue spaces, ordering supplies, creating running orders and liaising with internal stakeholders.
- Coordinate suppliers and external partners to provide services for small-scale events to ensure successful event delivery.
- Support the Events and Enterprise Marketing Manager in scheduling staffing for events where appropriate.
- Organise and attend all relevant event planning meetings.
- Support the Events and Enterprise Marketing Manager in budgeting for all small-scale events and be responsible for keeping track of all associated costs.
- Develop new event concepts and themes in line with insight from student data and feedback and industry trends, to support with future events.
- Sustainably procure and keep an up-to-date inventory of all small-scale events related supplies.
- Deliver all small-scale events in line with SUSU's safety standards through thoroughly risk assessing all activity and ensuring the Events and Enterprise Marketing Manager's approval before event facilitation.
- Complete all post-event reporting including number of event attendees, immediate feedback received, flagging any incidents and generating a detailed report off the back of surveys, in line with the Insight department.

- Coordinate the Student Events Committee, with responsibilities including recruiting new student members, preparing and sharing meeting agendas, taking and distributing meeting minutes, following up on free event ticket redemptions and gathering and analysing demographic data on the committee.
- Liaise with Insight department for completion of the Mystery Shopper programme for events.

Support the planning and delivery of all large-scale events

- Monitor completion and implementation of project documentation, risk assessments and meeting actions
- Manage online event listings and ticket sales, responding to common queries and reporting progress to the Events and Enterprise Marketing Manager
- Prepare supplier information packs and source supplier quotes
- Arrange bookings in internal venue spaces for SUSU-led events
- Assist with staff scheduling and provide coordination and support on-the-night events
- Coordinate the collection of event feedback and metrics to contribute to event success reporting and collaborate with relevant internal teams for further insight.
- Research current event trends in the sector and nightlife economy and suggest ideas to develop and improve our offer.

Coordinate the creation and distribution of all Enterprise based Marketing

- Manage the creation and distribution of marketing assets such as table talkers, posters, Digital screens, Menus and other POS materials.
- Oversee timely print production and distribution.
- Plan and deliver assets for both scheduled and last-minute promotions.
- Ensuring timely and accurate production of all marketing materials.
- Schedule promotional content across digital screens and social media to enable increased student engagement and sales.
- Managing SUSU's What's On Instagram account.
- Brief one-off design jobs to external freelance designer.
- Work with student content creators to create enterprise-focused content.
- Support the Events and Enterprise Marketing Manager with idea generation for new initiatives.

Contribute to the overall effectiveness of SUSU by

- Participating in and driving personal development and learning.
- Attending all meetings and training events as required
- Ensuring that all statutory and legal obligations are met
- Supporting the implementation of SUSU's plan promoting our aims and values through the gaols of the commercial strategy and the departments operational plan

- Promoting SUSU's policies within any work and in particular health and safety and equality and diversity and ethical and environmental policies.
- Contributing to the positive image of the University of Southampton Students' Union with students the university and the local community.
- Working as a team to ensure a full service is provided at all times. Providing cover as necessary.
- Ensuring personal knowledge and skills are updated to ensure effectiveness in meeting work objectives
- Completing other duties as may be reasonably required by SUSU, appropriate to the grade and responsibilities of the post.

Role Specification

We have described below the range of experience, qualifications, knowledge, skills and attributes we are looking for. We will use this to manage our selection process and also to identify any training and development needs once in post.

KEY/QUALIFICATIONS/EXPERIENCE REQUIRED	ESSENTIAL	DESIRABLE
Related degree or demonstratable hands-on experience in a similar role.	X	
Excellent written and verbal communication skills across a range of mediums and audiences.	X	
Experience in planning and working at events.	X	
Excellent interpersonal skills, with the ability to forge relationships with colleagues and members.	X	
A can do attitude with high levels of initiative.	X	
Good time management skills.	X	
Experience of managing projects.		X
Experience of using a website CMS.		X
Knowledge of and experience of using all social media channels for business/non personal account.	X	
Good understanding of print production.		X
Experience of writing risk assessments and have an awareness of events safety.		X
Experience of working in a fast-paced marketing and/or events environment.	X	
Experience of creating content (both written and visual) for a range of marketing channels.	X	
Confidence in IT including MS office and use of electronic information systems and database management.	X	

Our Values

As an organisation, our values underpin our work and guide what we live by in order to achieve our mission:

Stand Strong

We stand up for students and make sure their voice is heard.

We stand strong when facing challenges and are not afraid to be different. We think big and work to achieve great things.

Join Together

We are an inclusive and diverse community of students and staff

We join together with each other, the University, and the local community to make a positive difference.

Take Responsibility

We take action on the issues that matter to students and act with integrity.

We continually work to be more sustainable, challenge discrimination and prejudice. We strive to be a force for good for students and wider society.